

Safer roads start with positive choices.

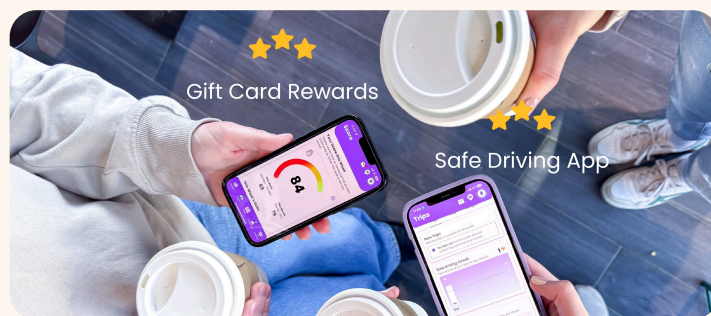
Together, we can encourage those choices.

Meaningful change on the streets, roads, and communities doesn't happen in isolation. To truly shift driving behavior and create safer roads, we need partners, leaders, individuals, and communities to come together and take action. Your support helps turn this solution into real-world impact—one safer drive at a time.



100 Deadliest Days of summer for young drivers

Every summer, from Memorial Day to Labor Day, teen-related vehicle collisions spike—making it the most dangerous time of the year for young drivers. With school out and more time on the road, driving frequency increases, raising risk for everyone sharing the road.



Transforming into 100 Safest Days for young drivers

From May 22 to September 8, 2026, young drivers will participate in fun and rewarding safe-driving challenges through the **Safe Roads Challenge app**. Instead of fear-based messaging, the program uses positive reinforcement by rewarding safe driving with discounts, gift cards, and everyday perks teens actually value.

27%

proven decrease in risky driving events, proven by our latest study.

95%

surveyed users improved their driving, helping make roads safer for themselves, their families, and their communities.

84%

of surveyed users reported increased confidence, helping them drive safer and protect passengers.

Make your actions count, get involved today.

Be the fuel that powers safer driving in our communities

Every reward you made possible has an impactful and lasting story. It's a teen checking their score after every drive, not because they have to, but because they want to improve their last drive and earn a reward. Over time, their parents breathe easier. That's how safer roads are built, one drive at a time.

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